

New Jersey Green Building Council

Regional Event Organizer Eliminates Manual Processes, Boosts Productivity

CHALLENGE

Coordinating multiple, regional events with limited resources

SOLUTION

Moving away from slow, manual registration

RESULTS

Dramatic improvement in productivity & customer satisfaction

Background

The New Jersey Green Building Council is a regional chapter of the U.S. Green Building Council, a nonprofit group formed in 1993 to promote “green” or environmentally sustainable architecture. Its members include private and public sector building industry leaders working to promote buildings that are environmentally responsible, cost-effective and healthy.

Business Challenge

Coordinating multiple, regional events with limited resources

Marianne Leone is an independent professional events coordinator, organizing events of all sizes for a variety of clients, including the New Jersey Green Building Council and other regional green building councils in the Tri-State area. Efficient time management is essential, given Leone’s limited time and resources and the fact that, at any given time, she simultaneously manages multiple events. Finding a way to maximize her productivity - making the most of her time while providing value to her clients - way key in finding a new registration solution. “I just didn’t have the time and resources to handle it all myself,” says Leone. “Trying to manually process registrations and payments by myself had become a burden.”

“Registration used to be ridiculously slow and error-prone. It would take hours to collect and process data manually. Now all I do is email the registration link or direct them to the page. They click on the link and they’re ready to go.”

Marianne Leone
Event Organizer,
NJ Green Building Council

Acteva Solution

Moving away from manual registration

Like most event organizers, Leone was accustomed to wearing many hats—organizer, planner, customer service rep, accountant, and primary contact for multiple events—in dealing with hundreds of people with varying needs, for 20+ events per year.

After enduring the inconvenience of manual registration and paper forms for her entire career, Leone heard about Acteva. Acteva’s powerful event registration and payment solution would allow Leone to give attendees the option of paying via credit card, or even check. Acteva accepts online payments securely, greatly reducing the potential liability associated with online registration. It also has multiple customization features such as the ability to offer special discounts and query registrants on their preferences and other feedback.

Results

Dramatic improvement in productivity and customer satisfaction

After implementing Acteva, the increase in Leone’s productivity was immediate and dramatic. “Acteva has been a great help with each of my events. I spend about 20 hours a week with the New Jersey chapter and 20 hours total with the other three regional chapters,” says Leone.

For the first time, she was also able to offer multiple payment options. “Most people really prefer to pay online now, but it’s great that Acteva also has other options just in case people need them,” says Leone. “And the fact that it’s secure really takes a load off my mind.”



Powerful optional features

In addition to Acteva's time-saving registration features, Leone has also used several registration management options, including the reporting feature. Acteva Reports show who's coming to the next conference or event with up-to-the minute accuracy. "Customized reporting has been really helpful for filtering information," Leone says. "It's great being able to pull down a report and monitor registrations in real-time. The reporting feature has been a true time saver for me."

Another helpful option is the ability to duplicate an event. For an organizer, this provides a way to create a second, identical link to the event registration page so that only select attendees can view it and receive special discounts or incentives. After the second link is generated "people such as Speakers or the Board of Directors can receive specialized discounts, as determined by me," says Leone. "They can sign up for free and others can't see the page," Leone says. In this case, "regular" attendees are unable to view the duplicate page and learn of any discounts offered to others. "This feature definitely saves me a tremendous amount of time," says Leone. "I can target certain attendees with distinct offers to entice them to register."

Acteva also gives event organizers the option to add questionnaires to their registration pages, providing another way to gather valuable information about attendees prior to the event. For Leone, "Including a questionnaire was most helpful in determining the specific sector our attendees came from—engineering or architecture, for example—or learning how they heard about the event." She can use this data to learn who's registering and to identify how certain promotional efforts, such as email invites and direct mail, are working. "We take the information they provide on the questionnaire and save it to plan accordingly for future events."

Superior service

Throughout the process, Acteva's high level of service was what really impressed Leone. "They were always there when I needed questions answered and were extremely professional," she says. Acteva's Service Team helped her process refunds, decide the best way to organize free events, and respond to other issues.

Acteva now provides secure online registration for Green Building Council members in four regions across the New York–New Jersey area, due largely to Leone's experience with Acteva. "I try to recommend Acteva to everyone in my line of work because of the tangible value it provides. I feel more secure with Acteva's solution in place, I have a more productive business and I'm certain our attendees are much more satisfied with the registration process."

Acteva's business-grade solution has helped Leone streamline the registration and payment collection process for multiple events, conferences, workshops, and meetings. "Basically, it's an all-in-one solution that does the work for us. Attendees just click on the registration link and Acteva does the rest," Leone concludes. And even though she initially hoped for a solution to "help put out fires," she ended up in a situation in which "there really aren't any fires that need extinguishing anymore."

Experience that counts

Acteva is the trusted leader in online event registration, ticketing and payment management services. Since 1998, over 14,000 customers have used Acteva to manage more than 260,000 events and process more than 4.6 million registrations. Acteva's customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, BMW/MINI, NASA, VMware, Apple, DHL, PG&E and thousands of small to large-sized businesses and organizations.

CUSTOMER PROFILE

Location: No. Brunswick, NJ

Events Per Year: 20+

Industry: Nonprofit Assoc.

Products Used: Acteva Plus

Attendee Focus: Architects

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Please contact Acteva Sales at **(877) 933-4730** or visit **www.Acteva.com**. We'll help ensure your next event is a smashing success.